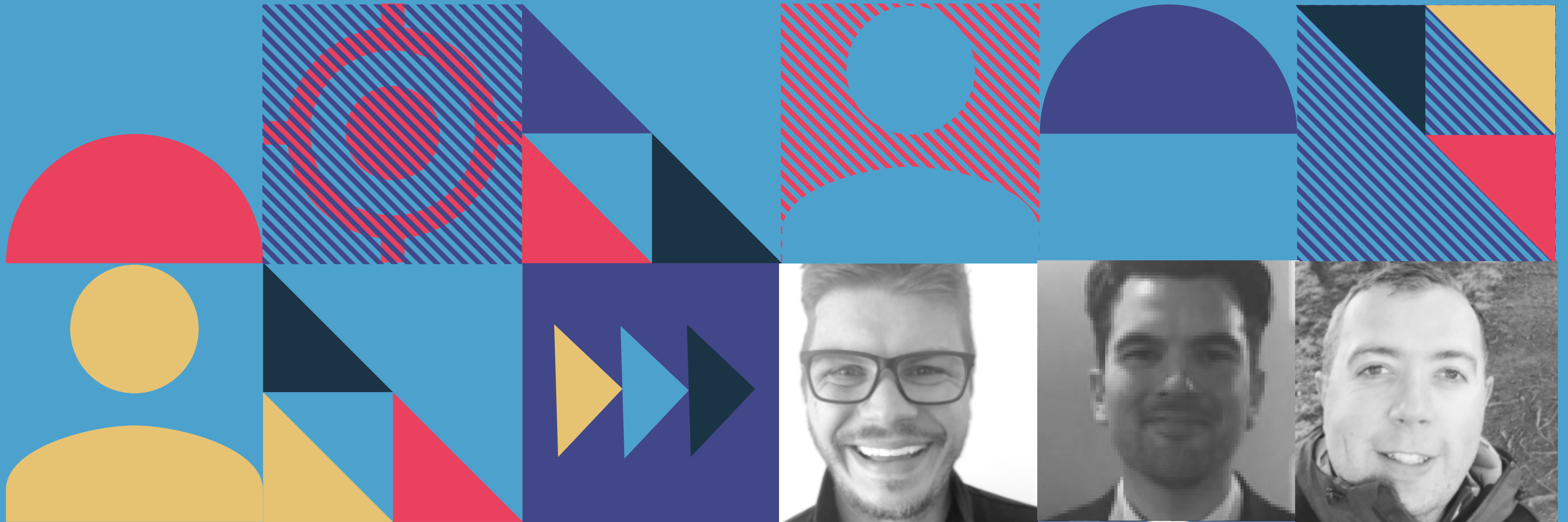


WEEK 7 GROUP PROJECT: WEBSITE PERFORMANCE



DREAM TEAM



UNDERSTAND EACH OTHER BETTER

Using Marie's worksheet we talked over our strengths and weaknesses

FRIDAY'S AGREED PRINCIPLES

- Open and transparent communication
- Stay in regular contact
- No idea is not worth considering
- Beware of each others passionate personalities



PLAN OF ACTION



FRIDAY AFTERNOON

- Familiarise with brief
- Write up project plan
- Get comfortable with data and proposed functionality
- Prepare questions for Killian

PROJECT PLAN



MONDAY

- Discuss weekends findings.
- Collaborate on content/structure of dashboards
- Initialise Git Repository
- File Structure/Create Main branch, Ensure everyone can make a commit
- Create back up option (store files locally incase we mess git up royally)

TUESDAY

- Finalise basic project - AM
- Download relevant data sets, store in central global environment - AM
- 30 min surgery with Killian McAleese on Business Requirements
- Review project in light of surgery
- Preliminary data exploration (ggplot to ensure valid code/insight)

WEDNESDAY

- Project review/ Understand spare capacity
- Build out dashboards

THURSDAY

- Start to finalise project - AM
- Understand any remaining capacity - AM
- Apply style guide AM
- UI and Server review (streamline code chunks) - PM
- Reflect on learnings (create optional slide deck for presentation) - PM
- Divy up presentation topics- PM
- Run through for timing, clarity and internal feedback - PM

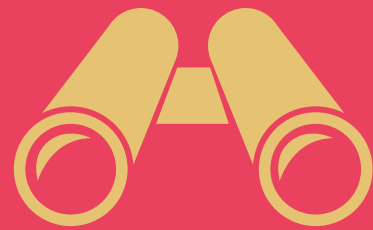
FRIDAY

- Present the beauty!

MOCK UPS



CONOR'S OBSERVATIONS



1

DIRECT CORRELATION BETWEEN SOURCE AND GOALS

Data shows that although goal conversion is low, it's fairly consistent across channels

2

SHIFTING INTERESTS

- SD page proves popular prior page to DA event in March/April
- Both courses have other course in top 10 of previous page visited before event goal

3

CITY PAGES PERFORMANCE

The URL's that start with city names don't appear in top 10 for DA

4

HOMEPAGE AND ENTRANCE PAGES

Both pages were popular for both courses as a run up to completing the intended goal



DAVID'S OBSERVATIONS



WEBINARS ARE SUCCESSFUL AT ACHIEVING THE GOALS

Webinars prove to be the most successful conversions from landing page to goal .



HIGH HOMEPAGE CHURN

Potentially having CTA buttons more prominent on high impact pages



COURSES AND BLOG PAGES COULD WORK HARDER

High traffic, low conversions.
Again CTA buttons





PROMINENCE FOR SD

Data indicates consistently stronger results in favour of SD



WEBINAR RESULTS

High volumes of webinar bookings in April/May. Does this match an ad campaign?



DROP OFF TREND

Most sessions terminate in Homepage, SD, DA. Gives impression that data candidates know what they want and stick around longer

GLEB'S OBSERVATIONS



HOW TO INCREASE GOALS TO 200 PCM?



ADDITIONAL BUDGET: CONTINUE TO INVEST IN SOCIALS

Socials prove to be a strong return on investment in achieving event sign up goals

BUDGET FRIENDLY: EMAIL MARKETING

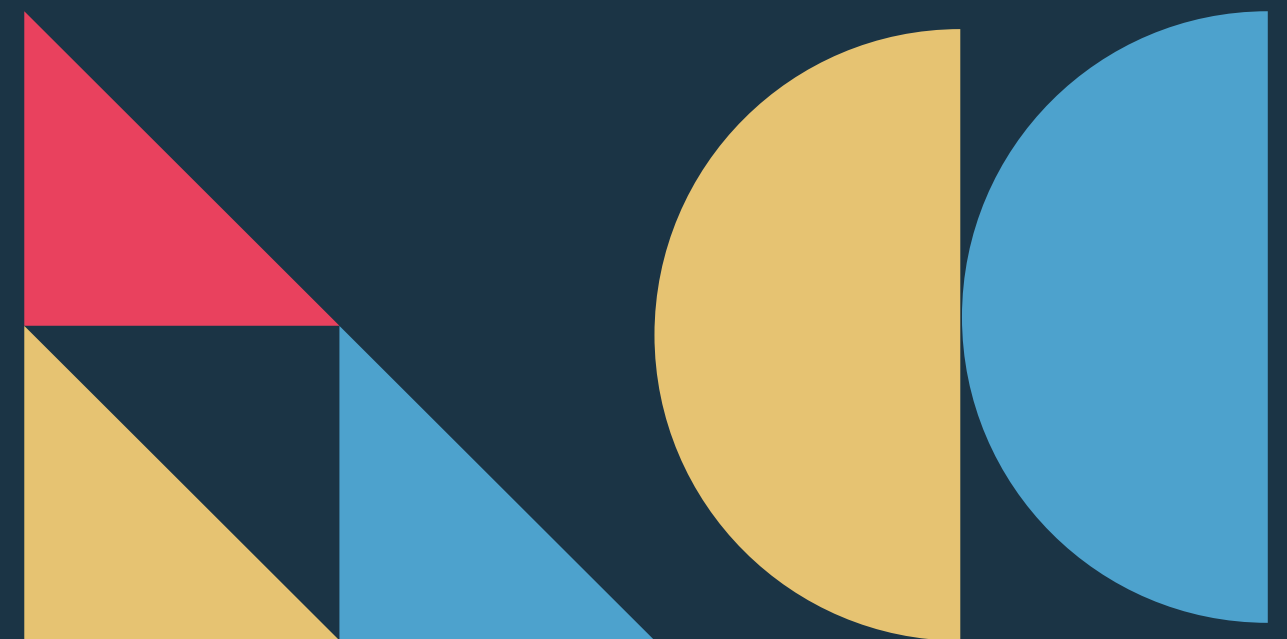
- Strong results in March/April
- Could be achieved by making CTA's more prominent (sticky widget/pop up), as high drop off's seen within data

INVEST IN WEBINARS

- Data shows that webinars outperform all activity for converting interest in both DA and PSD into goals

INDIVIDUAL CITY PAGES

No city page appeared within the top 10 previous page to goal for Data Analytics



WHAT WE'D LIKE TO DO NEXT.....



EXPLORE SOCIAL CHANNELS IN MORE DEPTH

Socials displayed a good
return of primary goal.

EXPLORE MORE OF THE JOURNEY

Number of total pages
Avg time spent on each page
etc
Age/Gender/Location

DIG DEEPER INTO DROP OFF'S

The data revealed some
channels with large drops off's.
- Identify the trends behind
these drop offs

IMPROVE STYLING & INFOGRAPHICS

We had planned to use more
infographics to display data,
however ran out of time.

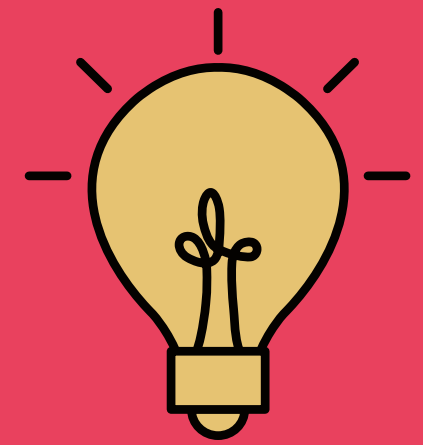
CONSIDER £\$€ BUDGETS

Understanding the value of
spend on socials/search would
gather bigger insight

FURTHER DATA CLEANING

Assigning data into more
categories. Generally dig
deeper into different
dimensions.

GROUP LEARNINGS



- IMPORTANCE OF PLANNING
- IMPORTANCE OF LISTENING/COMMUNICATING
- SHARING DISCOVERIES
- PUSH TO GITHUB!!! (NO EXCUSES)
- EVERYTHING ISN'T POSSIBLE, FIND MOST VIABLE SOLUTIONS
- APPLYING AGILE METHODOLOGY

QUESTIONS?

**GIT HUB REP
(PUBLISHED ONCE DATA IS
SYNTHESISED)**

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(Copy of slide deck
&
access to
synthesised project)